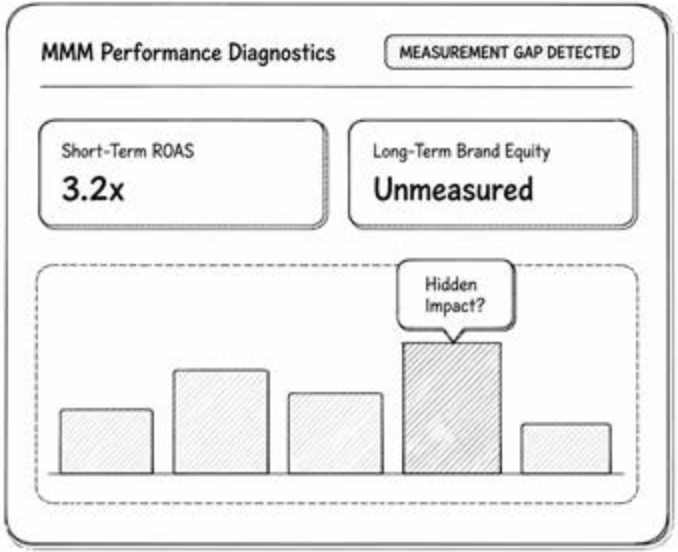
liftlab

MARKETING MIX MODELING INSIGHTS

Is Your Marketing Mix Model Undervaluing Brand Advertising?



> Most marketing mix models are built to measure short-term performance.
>
> If yours is missing long-term brand value, these six signs will tell you.

Identified Measurement Gaps

Sign 1: CAC keeps rising. ROAS stays flat.
Your MMM may be overlooking brand equity erosion.

Trend Alert: Efficiency ceiling reached despite stable modeled returns

Sign 2: Geo experiments show brand lift. Your MMM doesn't.
Your experiments measure incremental impact. Your planning model isn't built to capture it.

Disconnect: Incrementality test vs. Static attribution model

Sign 3: Conversion rates fall months after brand cuts.
Your model isn't measuring delayed brand effects.

Time Lag: Brand advertising creates demand that converts over 90+ days

Identified Measurement Gaps

Sign 4: Awareness channels always rank last.
Missing adstock carryover and halo effects make brand look less effective than it really is.

Modeling Deficit: Zero-decay assumption penalizes top-of-funnel channels

Sign 5: Finance treats brand as a discretionary cost.
Your measurement speaks awareness. Finance speaks financial value.

Alignment Gap: Translate impression metrics into Brand Equity NPV

Sign 6: Branded search recovers. Brand gets no credit.
Your model isn't capturing downstream halo effects.

Indirect Credit: Upper-funnel ads drive capture-channel volume

How many signs did you recognise?

- Rising CAC despite stable ROAS
- Geo experiments show lift, but MMM doesn't
- Conversion rates fall after brand budget cuts
- Awareness channels always rank last
- Finance questions brand investment
- Branded search gets no credit

Three or more?

Your MMM may be missing long-term brand value.

⚠ Action Required

Better Measurement. Better Decisions.

A stronger marketing mix modeling approach measures:

01

Adstock carryover

02

Halo effects

03

Long-term brand value

04

Brand Equity NPV

Because you can't optimize what your model doesn't measure.

How many of these signs sound familiar?

Three or more signals point to structural gaps in your marketing mix model.

Find Out If Your MMM Is Undervaluing Brand Advertising